





As a new business, this brief was very exciting. The client wanted a fresh, modern image which would make a strong impact and attract potential clients.

It was important to portray a hand symbol as this is both the 'tool of the trade' and also the sign of the nationally recognised British Chiropractic Association.

The logo had to work at any given size, from a business card to signage. The colours reflect traditional medical colours and the green suggests surgical cleanliness.

The spiralling hand gives the impression of unclenching and relaxing, the feeling you will experience once the pain begins to recede after treatment.

A successful solution, the client commissioned a stationery set comprising of letterheads, compliments slips and business cards. Leaflets, appointment cards, adverts and signage were also designed and printed and by In Sync Design and we also designed the practice website to complete the initial promotional package.

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Initial Ideas

CHIROPLUS

A logo for 'CHIROPLUS' featuring the word in a dark blue serif font. The letter 'O' is replaced by a red icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' featuring the word in a dark blue sans-serif font. The letter 'O' is replaced by a blue icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' featuring the word in a dark grey sans-serif font. The letter 'O' is replaced by a green icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' featuring the word in a dark blue sans-serif font. The letter 'O' is replaced by a green icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' where the text is contained within a rounded green bar. The letter 'O' is replaced by a white icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' where the text is in a pink color. The letter 'O' is replaced by a blue icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' where the text is in a dark grey color. The letter 'O' is replaced by a green icon of a hand with fingers spread, positioned behind the text.

CHIROPLUS

A logo for 'CHIROPLUS' where the text is contained within a rounded pink bar. The letter 'O' is replaced by a white icon of a hand with fingers spread, positioned behind the text.

Initial Ideas



Logo Placement